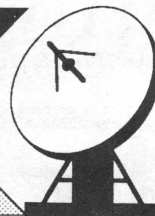


MATWATCH

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VOL. 5, NO. 2

JAN. 13-19

JIM HERD RESIGNS

Decision Catches Staff By Surprise

ATLANTA---Nearly three years to the day of his hiring, World Championship Wrestling, Inc., executive vice president Jim Herd announced his resignation last Wednesday to a partially-stunned WCW steering committee. The rocky administration, which many WCW insiders were led to believe would continue at least an additional year, ended with what MATWATCH has been told were sharply pointed parting shots from Herd.

Herd was immediately replaced by Kip Frye, a Turner Broadcasting System corporate attorney who has handled legal work for WCW in the past year. WCW president Jack Petrik was in Los Angeles when Herd told the staff of his departure. World Championship Wrestling was not making an official comment on the changeover last week and TBS is not expected to issue a press release until this week.

Special Report

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The departure comes on the heels of a solid fourth quarter victory for TBS, led by its Saturday flagship afternoon show and a resurgence of the morning POWER HOUR, in the cable ratings. But a continued mediocre performance in syndication and another year of declining arena attendance, which has drained the division's bottom line, along with the loss of key performing talent over the last 18 months, apparently spelled the end for Herd.

A Wednesday morning steering committee meeting had been scheduled, which most insiders predicted would follow routine patterns. The scenario changed from the beginning when Herd, according to several insiders, entered the room and told his associates it would be a short meeting.

Sources close to the company say Herd fired several parting shots at booker Dusty Rhodes, WCW minority partner Jim Crockett, assistant booker Terry (Magnum T.A.) Allen and lead announcer Jim Ross.

Reportedly, Herd blamed Rhodes for poor management of arena shows during 1991 and held Crockett responsible for recommending Rhodes' return to the company in January after a two-year absence. Allen was said to have been accused of going behind Rhodes' back to point out the veteran booker's mistakes but not holding to his (Allen's) convictions in group meetings. Sources also indicate Herd further blamed Ross for contributing to his downfall.

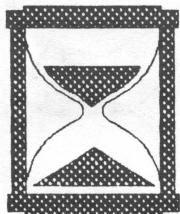
Herd's immediate plans were not known, other than he was expected to return Friday to his home in St. Louis. Several TBS and WCW staff members, who asked not to be identified, expressed surprise, some telling MATWATCH they had been led to believe in the last few weeks Herd would have at least a one-year extension to his contract.

The focus now shifts to Frye's reorganization of WCW. The new chief had meetings with Crockett Wednesday and Ross Thursday and other key staffers through the week. At deadline, no specifics were known but speculation loomed heavily throughout WCW quarters that either Crockett or Ross would be named to a director of wrestling operations role, with Crockett the line favorite.

(Continued on Page 8)

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Timeline: The Herd Years

1988

Dec. 6 - Herd announced in MATWATCH as executive vice president of new Turner Broadcasting wrestling subsidiary. Furor goes through company. Jim Crockett, who sold controlling interest in promotion, had not been told.

1989

Jan. 3 - Herd takes over. Nine days later, George Scott hired as booker. Herd splits announce team of Jim Ross and Tony Schiavone. Ross becomes lead host on TBS. Schiavone goes exclusively to syndication. One month later, Schiavone leaves for WWF, as does James J. Dillon. Joe Pedicino hired as producer/editor/talent.

Feb. 4 - Herd initiates slogan, "This Is the NWA: We Wrestle."

Feb. 15 - Lance Russell hired to host WORLD WIDE WRESTLING and NWA MAIN EVENT but soon cut back to WCW PRO.

Feb. 20 - Ricky Steamboat wins NWA world title from Ric Flair in Chicago in highest-gloss pay-per-view production to date.

March 22 - George Scott orders announcers not to promote April 2 CLASH OF THE CHAMPIONS because "it will hurt house attendance."

March 27 - Scott fired as booker and replaced with five-man committee, chaired by Ross.

April 2 - Steamboat defeats Flair in 56-minute TV classic from Superdome but only 1,300 pay to see it in person. Midnight Express and Jim Cornette leave only to return eight weeks later.

May 7 - Flair wins back title from Steamboat in Nashville and Terry Funk post-match attack on Flair leads to gamble as Flair idled for 11 weeks with "neck injury."

July 7 - Ross resigns from booking panel.

July 17 - Herd loses Steamboat in contract impasse despite negotiations coming within \$10,000 of agreement. The two later debate the issue on John Arezzi's New York radio program.

July 25 - Herd calls a bluff of Flair to leave for Titan Sports and names him booker.

September - Herd approves and later apologizes for CLASH angle in which Funk attempts to smother Flair with plastic bag.

October - TBS research shows negative viewer perception of Flair and positive impact of Sting.

November - Flair-Funk "I Quit" match sets two new records for cable and THE NEW YORK TIMES gives Herd and WCW three-page spread on business page.

Dec. 2 - Chris Cruise and Funk take over as hosts of WORLD WIDE WRESTLING. Arn Anderson returns from WWF.

Dec. 13 - STARRCADE draws 7,300 for odd Wednesday night pay-per-view slot.

1990

Feb. 18 - An NWA MAIN EVENT featuring Flair/Anderson vs. Rock & Roll Express sets the

all-time record for total homes viewing an episode of a weekly series.

Feb. 25 - WRESTLE-WAR II in Greensboro features ringsiders holding up sign "WE HAVE HERD ENOUGH" prominently on cablecast.

Mar. 23 - Flair refuses to drop the NWA belt, as scheduled, to Lex Luger in Chicago or St. Louis, invoking a clause in his contract. Live studio NWA MAIN EVENT wraparounds, ostensibly to talk about title change, are wasted.

April 2 - Cruise and Funk leave before a syndication taping, leaving the returning Schiavone rushed into hosting duties.

April 9 - After months of in-fighting and factions, Flair resigns as booker. A short-term committee, led by Herd and Ross is named.

May 8 - Bill Watts interviewed and rejected as booker after requesting to report directly to WCW president Jack Petrik.

May 14 - Ole Anderson, on a Herd list to be fired the week before, hired as booker. Anderson removes all active wrestlers or managers serving as color commentators.

May 25 - Anderson debuts Flair-Junkyard Dog-Rocky King racial-oriented angle which Herd says he's not comfortable with but agrees to it because of "where Ole says it's going."

June - Herd begins a spiral by freeing the Road Warriors of their contract to join WWF.

June 22 - Herd denies in MATWATCH that Anderson is turning WCW into a "seniors tour."

August - Anderson imports Art Barr from Portland as "The Juicer," a kid favorite, despite Barr's conviction on a sexual assault charge. Herd says he didn't know of Barr's record when Anderson hired him.

Sept. 13 - Sting-Black Scorpion and Flair-Lex Luger matches break cable viewing records.

Oct. 27 - HALLOWEEN HAVOC draws highest number of WCW pay-per-view buys but arena attendance continues steep decline.

Oct. 30 - Jim Cornette and Stan Lane leave WCW after dressing room argument with Anderson. Ole begins to import green talent, such as The Motor City Madman and the Nightstalker.

Nov. 21 - TBS airs worst-ever CLASH from Jacksonville. Ratings for specials begin southward turn. Anderson is fired, to be replaced by another temporary committee.

December - Herd orders Flair to cut long hair as a "show of loyalty" and ends Sting-Black Scorpion series with Flair as Scorpion. Herd also trades media blows with Cornette, saying, "If Cornette is so great, why wasn't he drawing any better for us?" Cornette's reply: "If Jim Herd had Hulk Hogan, he'd find a way to keep him from drawing money."

1991

Jan. 15 - Herd rehires Rhodes as booker after two-year absence.

Feb. 13 - Rhodes installs himself as color analyst on CLASH and pay specials. CLASH ratings poor despite Flair-Scott Steiner on top.

March - Herd orders Rhodes out as color announcer and cancels his "Bull Drop Inn" segment on WCW with actor Jason Hervey.

April - Sid Vicious (Sid Eudy) agrees to, then one week later rejects contract renewal to ensure him the WCW world title and heads for WWF.

April - Cornette does embarrassing lampoon jokes of Herd's administration on Atlanta TV.

June - CLASH becomes second-ever to draw below a 4 rating, which happens again in

September. Lance Russell dropped from WCW PRO for Eric Bischoff. Cornette rejects bid to return, saying no as long as Herd is in office.

July 1 - Herd announces Flair and WCW fail to reach agreement on contract extension, freeing the seven-time NWA/WCW champion to leave for the WWF in September.

July 14 - Critically-panned BASH pay special sees Luger defeat Barry Windham in world title playoff but crowd yelling, "We want Flair!"

July/August - BASH tour draws worst crowds ever for a WCW summer, including a dozen three-digit houses. Herd explodes at columnist Alex Marvez's report his job is in jeopardy. WCW gains access to St. Louis Arena but loses it after poor crowds. Later, WCW loses Oakland Coliseum after one show because of weak card and worst-ever wrestling crowd in building.

September - Herd embroils MATWATCH in a dispute over quote concerning Flair's honesty he claims was off-the-record. Herd creates a "steering committee" to neutralize Rhodes. Herd explores tie with USWA, including a Luger-Jerry Lawler matchup in Memphis. Luger continues to be weak draw as world champion. WCW PRO shifts from WPIX to WCBS in New York.

October - Jim Crockett begins to exercise more influence on creative decisions, leading to more speculation Herd could be vulnerable.

Oct. 6 - Herd makes apparently impulsive decision to suspend Paul E. Dangerously, blaming him for leaking details of USWA deal to Eddie Gilbert. Dangerously calls a New York news conference, threatens to sue WCW and Herd.

Oct. 20 - Gilbert goes on PRO WRESTLING SPOTLIGHT, makes scathing attack on Herd and Ross and calls on Jack Petrik to fire Herd.

Oct. 21 - Steering committee outvotes Herd 4-2 to reinstate Dangerously. But Herd stalls negotiations with Dangerously until two hours before HALLOWEEN HAVOC show. Rick Rude hired, eclipses Luger as top heel.

November - Another TV announcer shuffle announced, the eleventh during Herd's administration, sending Ross to WCW PRO and Schiavone to WCW MAIN EVENT on TBS.

Nov. 19 - Crockett's negotiations bring back Steamboat to WCW. A Steamboat-Dustin Rhodes vs. Arn Anderson-Larry Zbyszko bout keynotes the best CLASH in more than a year.

Nov. 27 - Baltimore Arena draws worst crowd in at least 10 years.

December - Speculation mounts that Herd's contract will be extended. WCW wins fourth quarter cable ratings, its first quarterly victory in more than a year, but shares are flat or lower than year-ago. Despite adding WGN, KCAL and WCBS to lineup, syndication ratings languish. WCW loses TV in St. Louis.

1992

Jan. 3 - Petrik announces Luger is "burned out" and will be allowed out of his contract after Feb. 29 SUPERBRAWL.

Jan. 8 - Herd resigns.

FINAL MATWATCH RATES

If your mailing label reads FINAL ISSUE, your cost to subscribe to the final two issues of MATWATCH is \$2.50 (U.S./Canada) or \$5.00 (Overseas).

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What's Left to Say?

The corks may still be popping in the home of those Greensboro ringsiders. Some WCW staffers are likely not sad. And wrestling newsletters will doubtless be filled with dozens of celebratory letters over the end of the Jim Herd regime in World Championship Wrestling.

But as in any business, the man at the top is neither totally as guilty as his critics accuse, nor exclusively responsible for its successes. But when a decision is reached that a man has not performed up to the level of a corporation's expectations, he has to go.



Steve

Beverly

Jim Herd's resignation does end one of the stormiest eras with insider fans and staffers.

Yet, as one well-known WCW insider says, "I had terrible

differences of management philosophy with him but, even still, I liked him."

Even though Herd didn't talk to me his last three months in office, I liked him, too. Until he accused me of shafting him in the now-celebrated Ric Flair quote (see *TIMELINE*, page 2), I often saw or heard a side of the man few people did. He regularly returned phone calls and was the first national mat executive to recognize wrestling bulletins, allowing himself to be quoted. Even the day he blew up at me over the Flair issue, he later expressed compassion and concern over my illness of last summer. There is humanity in Herd demanding insider fans and many of his personnel rarely saw. Then again, I didn't have to work for him.

The word "bombastic" has been used to describe Herd's personality as a boss. When he took over what was still the NWA in 1989, it needed a firm hand. But, if staffers are correct, Herd employed a confrontational management style similar to the kind I endured for four years with Herb White at Auburn University. If that is an accurate comparison, I can tell you it does not produce high morale or productivity.

On three occasions, I was exposed to the loud, highly profane and almost irrational Herd. They usually centered around his displeasure with a *MATWATCH* column. One I resoundingly remember was a piece critical of the early Ole Anderson racial angle with Junkyard Dog and Ole's 1970-ish philosophy. "You're creating problems between me and my booker and it's just because you don't like Ole," Herd screamed over the phone. And that was the kindest remark.

People who have lived in tumultuous environments, either as children or in the workplace, can cope with the tirades. A few, under Herd, would find humor in them. But almost no one enjoyed them.

Jim Herd did make contributions to WCW and wrestling, in general, which were positive. He championed a higher-gloss look to pay-per-view shows, including pyrotechnics and the most spectacular ring entrances in the business. He hired people who introduced crane cameras and in-ring camera views during complicated bouts, such as cage matches and War Games. He was responsible for placing Jim Ross in the top announce role on TBS, where Ross has flourished. And bombastic though he may be, he stepped in and neutralized some potentially unhealthy situations, particularly early in Dusty Rhodes' current regime when he attempted to overshadow Ross and the wrestlers and make himself star of the show at the February *CLASH*.

But if you wanted to place the reasons for Jim Herd's departure in a microcosm, you could in two words: personality and inconsistency. The majority of his employees, even down to event coordinators, had the perception they

were often competing on an opposing team from Herd. Said one employee last month: "Herd's the kind of fellow that when he's in a good mood, you wonder what's up? There are few compliments handed out around here." When Jim Cornette left WCW, he said, "Even when he gave us (Cornette and the Midnight Express) new contracts, he said to us, 'You know, I was really opposed to this...' Now *that* gets your morale up!" Regardless of one's feelings about the Paul E. Dangerously situation, the perception in and out of the company was Herd's suspension of Paul was impulsive. To this day, many WCWers believe if Ric Flair's contract had been handled one-on-one with Ric and Jack Petrik, Flair may have stayed. But the tensions between Herd and Flair's attorney, Dennis Guthrie, were far too intense.

Inconsistency characterized Herd's era. Eleven different announcer shuffles and eight combinations of bookers and committees in three years have kept the product and creativity having a sense of stability. Was WCW to be the slow, mat-oriented style of George Scott? A UWF clone under Ross and Eddie Gilbert? Hot angles and character heat of Flair and Cornette? The seniors tour of Ole Anderson? Or was Rhodes going to become the Billy Martin of WCW?

I can already hear skeptics decrying Petrik for naming a corporate lawyer chief when the screaming has been for Bill Watts. But give Kip Frye a chance. I do not envy him. He'll have the commission to get the mess cleaned up but to do it as a businessman. If I were a betting man, I would wager he'll do it by letting wrestling people run the wrestling creativity. Frye has a lot at stake. Success could feather his career at TBS. If he's successful, he will surround himself with knowledgeable, quality people who do not let petty egos and politics of the mat game cloud the mission of making money. He'll let them do their jobs and expect results. Positive results. But Frye's appointment is indicative TBS is not on a track to abandon wrestling in six months. Turner could have ridden that string with Herd. I wish Herd the best. And I wish Frye good luck, along with a bottle of Maalox. He may need the latter more.

WHO IS KIP FRYE?

ATLANTA----The question floating around non-TBS circles is: just who is the new man who takes the helm of World Championship Wrestling?

Kip Frye, 36, has been a corporate attorney in the TBS legal department but has only been handling legal affairs for WCW in the last half of 1991. He has handled several contract preparations for WCW competitors and is said by people who know him to be characterized as a sound thinker who makes "careful, deliberate" judgments.

"Under Kip, WCW will be highly-organized, jobs will be clearly defined and people will have to stick to budgets and be required to meet deadlines," says one insider familiar with Frye. "Somebody who doesn't make meetings on time, or who can't adapt to a structured corporate formula will not last. It's not going to matter what worked or how we did things five years ago, the most important question is what's going to happen a year or two from now and how are we going to get there? He (Frye) may not know much about wrestling but he will be a businessman who expects results and that's what this company needs."

At Graham, Shults Accusations

"We're Shocked and Outraged:" Titan

STAMFORD CT---Titan Sports officials are incensed at accusations by former WWF champion Superstar Billy Graham and ex-Titan wrestler Dave Shults on John Arezzi's *PRO WRESTLING SPOTLIGHT* in New York.

Two days after Graham and Shults said on TV's *INSIDE EDITION* each had injected Hulk Hogan with anabolic steroids and called on Hogan to "come clean" about steroid use, the two said they had been threatened since the *IE* appearance and Graham told Arezzi he had been asked to cooperate with an alleged federal probe into WWF owner Vince McMahon.

"If he's part of an FBI investigation," Titan spokesman Steve Planamenta said Friday, "then I guess he won't be any more. I don't know anybody who'll be hiring him as an investigator because he somewhat blew his own cover, don't you think?" Planamenta said "categorically, absolutely not" did anyone in Titan Sports know of a government investigation.

Through Planamenta, MATWATCH offered McMahon a chance to respond but the p.r. chief said McMahon hasn't decided how or if he will answer the charges. "He's like the rest of us," said Planamenta. "Shocked, surprised, appalled---any number of adjectives can fit."

Shults told Arezzi he had received telephone threats with voice-altering devices. Graham said three colleagues called to express "concerns about the safety of my health." Planamenta responded: "That's so outrageous and ridiculous it's tough to respond to. The part about fearing for his life, that we're going to have someone come after him. That he would think that highly of himself is both amazing and ludicrous. It's ridiculous these people would be living in fear. Did you hear the comment about Shults having an arsenal?" Graham referred to weapons Shults, an acknowledged bounty hunter, owns.

"Billy is upset because we called his bluff on the lawsuit (a threatened Graham legal action over his degenerative bone condition, allegedly from steroid use)," said Planamenta. "I was surprised by Shults until he said he was trying to write a book. That's all this is. He's trying to sell a book."

Planamenta termed the *IE* story "one-sided. We wanted them to bring out the steroid testing we're doing. But they told us, 'That's not the story.' The story to them is: is Hulk lying or not? That's all they were concerned about. I don't even know if they are looking for a response from us."

In New York Post

MUSHNICK STORY STINGS TITAN

NEW YORK---NEW YORK POST writer Phil Mushnick's "Equal Time" has stirred a hornet's nest in the halls of Titan Sports.

Mushnick criticized the mainline media for not expanding on the burgeoning steroid scandal because "the WWF is not regarded by legitimate, mainstream media as either fish or fowl...it's often dismissed as innocent children's theater pitting good characters vs. bad characters."

In the piece, Mushnick wrote: "The WWF escapes the scrutiny of mainstream media because the WWF takes great pains to do so. Outsiders are a clear threat to the WWF's autonomy." Mushnick cited attempts of David Shults and former WWF champion Bruno Sammartino to appear on *THE ARSENIO HALL SHOW* to counteract Hulk Hogan's denials of past steroid use but wrote the two were rejected. He also quoted Superstar Billy Graham's remarks about an alleged federal investigation into the WWF.

Responded Titan's Steve Planamenta: "Mushnick had three full days after (John) Arezzi's show to call the Justice Department. He didn't do it. He just doesn't like what we do. He did not even call us for a response. It's typical Mushnick journalism. We kinda take it with a grain of salt."

MATWATCH CATALOGUE

WRESTLING ENTERTAINMENT NEWS JOURNAL

Brian Cosgrove is taking over as publisher of this bimonthly bulletin. New rates: \$2 (single issue), \$12 (6 issues). Order from: WENJ, 202 Monongahela Ave., Glassport PA 15045.

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The back issues will be available for \$2 each or \$8 for any five. For a complete listing, send a self-addressed, stamped envelope to: MATWATCH CLASSICS, 16 ROBIN HOOD LANE, JACKSON TN 38305.

Please send no money until your order form arrives.

MATWATCH

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IDIOTS

Jan. 6-12

(WWF/SYN) - [SUPERSTARS]:

Jim Duggan/Sgt. Slaughter d. Barry Horowitz/Jesse Hernandez; L.R. Schyster d. Robert Taylor; Tito Santana d. Brian Donahue; Natural Disasters d. Ken Johnson/Jones; (TUESDAY IN TEXAS) Randy Savage d. Jake Roberts but Jake DDT's Randy after & slaps Liz across ring; (UPDATE) Sid Justice, Warlord, Rick Martel on ROYAL RUMBLE; (ROYAL RUMBLE REPORT) Contenders' hype; (FUNERAL PARLOR) Paul Bearer w. Ric Flair/Curt Hennig. RESTHOLD.

[CHALLENGE]: Undertaker d. Scott Baizo; (SPECIAL REPORT) Savage on Jake; New Foundation d. Dalton/Daze; Berzerker d. Rudi Gonzalez; (BARBER SHOP) Brutus Beefcake w. Rockers, who discuss differences. Marty Jannetty turns his back, turns again & he & Sean Michaels hug. Sean then suckers Marty w. supkick & tosses him through plate glass win-dow. Marty juices; Roddy Piper d. Louie Spicolli; Roberts d. Larry Ludden; (R.R. REPORT) Contenders' hype. RESTHOLD-PLUS.

(GLOBAL/SYN) - [MAJOR LEAGUE]: Bruce Prichard debuts as co-host; {REPLAY} Chaz d. Lightning Kid by DQ when Jerry Lynn tells ref Kid threw salt in Chaz's face. Kid attacks Lynn, who rallies & puts Kid to sleep; (PRE-MATCH) Fans search Eddie Gilbert & find objects in elbow pad, shoes & trunks; {GLOBAL TV TITLE} Gilbert d. Terry Garvin 2-3 falls to retain belt when Eddie burns Garvin in 3rd fall; (GWF TODAY) Joe Pedicino previews Lynn-Kid match, Royal Rumble; (NOTHING BUT DeTRUTH) Steven DeTruth on Barry Horowitz; (EDITORIAL REPLY) Scott Hudson says he'll become editorialist to counter DeTruth; (GLOBAL LT. HWT. TITLE) Jerry Lynn d. Lightning Kid to win belt when Lynn ducks Scott Anthony leap off top rope w. chain & Scotty belts Kid. Scotty then accidentally hits Kid 2nd time & Lynn uses sleeper in 3rd fall. POWERSLAM-PLUS.

(SUNCOAST PRO) - Soulman Alex Gee d. Bobby Houston; (SUNCOAST FLA. TAG TITLE) Jerry Flynn/Firecat d. Giant Outlaw/Big Charlie Fields to win belts; Rick Barnes vs. Ian Weston in progress as show ends. NO RATING.

(GLOBAL/ESPN) - [Mon.]: {GWF TV TITLE} Gilbert d. Gary Young by choking w. belt; Lynn d. Dog of War; Mike Davis d. Ben Jordan but Tug Taylor/Chaz save Jordan from Tom Davis coming off top on knee; (NEWSROOM) Joe Pedicino recaps The Cartel & The Boss saga; (GWF TAG TITLE) John Tatum/Rod Price d. Steve Simpson/Scott Putski to retain belts when Sweet Daddy Falcone elbows Simpson during ref distraction; (GWF TAG TITLE) Rattlesnake Raltz/Black Bart d. Tatum/Price (who retain belts) on reversal when Skandor Akbar trips up Raltz & holds his leg. Bill Irwin tells ref but Falcone bashes him from behind w. chair. Irwin grabs whip & 6-way brawl starts.

[Tue./Yearender II]: Patriot returns N.A. title; (N.A. TITLE) Patriot d. Al Perez when Gilbert decks Perez by mistake; Terry Gordy d. Cactus Jack by countout; (REPLAY) "The Boss" saga; Sam Houston d. Bull Pain; (NOTHING BUT DeTRUTH) Prazak on Patriot, Gilbert; Chaz d. Lightning Kid; (WHATEVER HAPPENED TO?) Craig Johnson/Pedicino review where former Global stars are; (SEG) Scott Hudson says he may leave as color man to neutralize DeTruth. DRAW.

[Wed.]: Dark Patriot d. Jordan; Lynn d. Horowitz; Chaz/Tug d. Davis Bros. by DQ when Davises use whip on Chaz but Tug gets whip away & chases Tom & Mike; Bodysnatcher d. Avenger; Garvin d. Gilbert. DRAW.

[Thu.]: Horowitz d. Terry Daniels; Lightning Kid d. Chaz; Patriot d. Bad News by DQ when Soultaker runs in; Garvin/Chaz d. Davis Bros.; Raltz d. Falcone; Anthony d. Garvin; Maulers d. Jordan/

Danids. RESTHOLD-PLUS.

(PWTW) - [GA CLAS-SIC/1989] Joel Deaton/John Michaels d. Tommy Rich/Steve

Lawler; (GWF/6-MAN) John Tatum/Rod Price/Sweet Daddy Falcone d. Manuel Villalobos/Todd Overbow/Larry Green; (CLASSIC/CENTRAL STATES) Brulser Brody no contest vs. Abdullah the Butcher; (LPWA) Reggle Bennett d. Judy Martin; (SOUTH ATLANTIC) Vladimir Koloff d. Jerry Rose; (GWF) Sam Houston d. Falcone. RESTHOLD.

(SOUTH ATLANTIC) - Greg Bobchick d. Crusader; Ivan Koloff d. Tyrone Knox; Vladimir Koloff d. Jerry Rose; (SAPW LADIES TITLE) Bambl d. Peggy Lee Leathers to retain belt. RESTHOLD.

(IWCCW) - Scott Putski d. Brian Knight; (RETROSPECTIVE) Ivan Putski-Tony Atlas feud. BOMB.

(USWA/WMC) - Kevin Christopher d. Bart Sawyer when Eric Embry trips up Bart; Moondogs d. Tim Wilson/George Robertson and continue to bash faces w. chairs after; (MID-SOUTH COLISEUM/USWA TAG TITLE) Moondogs vs. Jeff Jarrett/Robert Fuller no contest; Embry d. T.D. Steel; (MSC/USWA TITLE CONTENDER BATTLE ROYAL) 1. Tony Anthony d. Jeff Gaylord. 2. Koko B. Ware d. Anthony holding tights; Jarrett/Fuller d. Tony Falk/Doug Masters; (SEG) Falk intros his fiancée Jennifer; (MSC) Tom Prichard/Ms. Texas d. Embry/C.J. when Embry powders Prichard. Tom tied in ropes while Eric spans Ms. T. RESTHOLD-PLUS.

(LPWA) - [3RD RERUN] Denise Storm d. Alma Alvarez; Reggle Bennett d. LaGata; Heidi Lee Morgan/Comrade Orga d. Cheryl Day/The Beast; (HANDICAP) Terri Power d. Nasty Girls; (LOUISVILLE SLUGGER) Jim Cornette w. commissioner Wally Karbo; Bad, Black & Beautiful draw vs. Bambl/Malaya Hosaka. NO RATING.

(WWF/USA) - [PRIME TIME]: Virgil d. Skinner Kern; Undertaker d. Richie Garvin; (SEG) Hennig/Bobby Heenan disagree over Flair drawing no. 1 for Royal Rumble; (SPECIAL REPORT) Legion of Doom d. Rockers & Marty & Sean have words after; Bret Hart d. Horowitz; Berzerker d. Barbarian by countout when Barb goes after Mr. Fuji outside; (FEATURE) Chris Chavis; (SEG) Gene Okerlund w. Randy & Liz; (SEG) Vince McMahon tells Hennig Heenan has closed him out of Royal Rumble by contract; Repo Man d. Sonny Blaze; Nasty Boys d. Rockers and Marty & Sean argue after; Warlord d. Greg Valentine; (BARBER SHOP) Beefcake w. Justice; Mountie d. Gonzalez; (FEATURE) Ted DiBiase goes to "boyhood home" of Tito Santana; (FINALE) Heenan & Hennig left at each other's throats because of Bobby's shenanigans. DRAW.

(WCW/SYN) - [WCW PRO]: Rick Rude d. Butch Malone; Ricky Steamboat/Dustin Rhodes d. Rip Rogers/Paul Lee; Brian Pillman d. Sgt. Buddy Lee Parker; (WNN) Gordon Solle w. Justin Liger d. Pillman for WCW lt. heavy title, Dangerous Alliance attack on Sting/Marcus A. Bagwell; Steiners d. Bob Cook/Dave Diamond; Cactus Jack/Curtis Hughes d. Arachnabrad/Van Hammer. RESTHOLD.

[WORLD WIDE]: Pillman d. Chuck Coates; Larry Zbyszko d. Terry Bronson; Hammer/Big Josh d. Jack Savage/Jim Boss; (WNN) Same as PRO; (HANDICAP) Hughes d. Rick Ryder/Larry Santo; (6-MAN) Steamboat/Rhodes/Ron Simmons d. Bobby Eaton/Steve Austin/Arn Anderson. Alliance triple piledrivers Steamboat after, Barry Windham saves w. 2x4. RESTHOLD-PLUS.

SCALE: PINEALL! - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. RESTHOLD - Fair. DRAW - Average. BOMB - Poor. PLUS - Midscale rating.

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(WCW/SYN) - [POWER HOUR]: Tom Zenk d. Cactus when Hammer trips Cactus & holds his leg. Cactus/Van brawl down aisle; Rude d. Ricky Nelson; (WCW) Rhodes d. Anderson by DQ when Alliance runs in & Simmons/Windham/Steamboat make it 8-way brawl; Rhodes/Steamboat d. Pat Rose/The Medic; (MISSY DOES MAIL) Terrence Taylor splits w. Alexandra York & busts computer; (6-MAN) P.N. News/Arachnabrad/Big Josh d. Austin/Anderson/Eaton. RESTHOLD-PLUS.

[WORLD CHAMPIONSHIP]: {WCW TV TITLE} Austin draw vs. Bagwell. Alliance hits ring on Bagwell after but Sting pulls him out & Steamboat/Rhodes/Simmons save; (WCW MAGAZINE) 1. Taylor splits w. Yorks. 2. Harley Race says Lex Luger won't be forced into title match vs. Sting. 3. (IWGP WORLD TITLE) Big Van Vader double DQ vs. El Gigante but Vader sprays steam from outfit in El's face; Steiners d. Rose/Parker; (HANDICAP) Vader d. Danny Poston/T.C. Carter; Cactus/Abdullah the Butcher d. Zenk/Pillman but Cactus accidentally hits Abby w. kendo stick after & the 2 brawl into an ice chest; Johnny B. Badd d. Mark Kyle; Taylor d. Greg Sawyer; (6-MAN) Rhodes/Steamboat/Simmons d. Zbyszko/Rude/Anderson but Larry Z holds down Dustin for Eaton to give Alabama jam off top after. DRAW.

[MAIN EVENT]: Steamboat d. Eaton & stops Madusa's attempt at karate kick after. But Austin runs in for double on Ricky until Windham saves; (WCW MAGAZINE) Same as Saturday; Big Josh d. Tony Mello; (ROSS REPORT) Jim w. Madusa/Austin; (WCW TV TITLE) Austin d. Hammer to retain belt when Madusa trips up Van. DRAW.

(JERRY LAWLER SHOW) - Lawler shows clips of 1982 feud with Andy Kaufman, including throwing hot coffee in Kaufman's face on LATE NIGHT WITH DAVID LETTERMAN. NO RATING.

LINES OF THE WEEK

1. Jim Ross, PH: "Paul E. giving athletic advice would be like asking Pat Paulsen what he would do if he were elected President. He can't even relate." 2. David Shultz, PRO WRESTLING SPOTLIGHT: "Vince (McMahon) Sr. was a real nice man. Everything he told me was the exact opposite of Vince Jr." 3. Missy Hyatt, PH: "Terrence (Taylor) is of the stuff which makes corporate America what it is today--corrupt and unethical." 4. Tony Anthony, WMC: "I didn't get the name Dirty White Boy by helping old ladies across the street." 5. Eddie Gilbert, MLW, on fan finding knuckles hidden in elbow pad: "I had it in there real good, too." 6. Jim Cornette, LPWA, on Wally Karbo's "birth certificate": "Don't wrinkle it. It's 300 years old." 7. Cornette, LPWA: "Ring announcer Billy Anderson has gained a tremendous amount of weight. He looks like a sausage stuffed in that tuxedo." 8. Cornette, LPWA: "I wonder if Cheryl Day got free pork chops with that haircut. Looks like it was done with a weed eater." 9. Steven DeTruth, MLW: "In a match in Wook, Iowa, The Winner beat every guy east of the Mississippi whose first name is Herb." 10. DeTruth, MLW, on Horowitz: "He went to Luxembourg and defeated the entire population. They didn't even know they were the handicap part of that handicap match."

11. Scott Hudson, MLW, on DeTruth: "You and Barry Horowitz ought to form a tag team called The Losers." 12. Ross, WCW: "Poston and Carter have one thing going for them. Between the two, they outweigh Van Vader five pounds." 13. Hudson/DeTruth, PWTW: (SH) "It's great to see Jushin Liger on these shores, one of Japan's biggest stars." (SD) "Biggest? The guy's 3-foot-5." 14. DeTruth, PWTW, on Jamison: "Refugee from a brain gang." 15. DeTruth, PWTW: "If you think

Jamison will lead the Bushwhackers to the tag titles, there's a psychiatrist in downtown Atlanta who would like to talk to you." 16. DeTruth, PWTW: "No wrestling manager does a moonsault quite like James E. Cornette." 17. Cornette, LPWA, to Wally Karbo: "I'm not sure you and clarification have anything to do with each other." 18. Gilbert, ESPN: "Last time before I wrestled Terry Garvin, I had some nachos, a hamburger and a hot dog. This time, I've had four hamburgers and four hot dogs." 19. Freddie Fargo, ESPN, on Dog of War's scratching: "I wonder if he'd come do that on my lawn. Of course, I'd be worried about what else he'd do on my lawn." 20. Craig Johnson, ESPN, on Jerry Lynn's flying headscissors: "Minnesota's had quite a few snowstorms but I don't ever think I've seen a twister quite like that." 21. Johnson, ESPN: "The Lightning Kid leaped 17 feet from the ring onto the stage--wrestling's only tape-measure jump."

STRONGEST COMMENTS - 1. Superstar Billy Graham, PWS, on Hulk Hogan: "This man and Vince McMahon must get in front of a television audience and publicly apologize for what the fraud they've perpetrated on the American public, especially the children." 2. Shultz, PWS: "They've got it all. It (the WWF) was a walking drugstore when I got there." 3. Pedicino/Cornette, LPWA: (JP) "As Bill Apter said, Terri Power is the greatest find in professional wrestling since Sid Vicious." (JC) "Like I said, he never impressed me, either." 4. Missy Hyatt, WME, on Madusa Micell: "I'm a woman. She's a man."

QUESTIONS OF THE WEEK - 1. Pedicino/Cornette, on Cheryl Day: (JP) "What's wrong with her haircut?" (JC) "Nothing on a 40-year-old man." 2. DeTruth, PWTW, on Hudson: "Will you point that dome of yours someplace else? You're giving me a tan." 3. Cornette, LPWA, to Karbo: "What about this story you spent some time with Dr. Timothy Leary back in the 1960s?" 4. Jeff, caller, JIM ROSS SHOW: "Where is Oz?"

NICKNAMES OF THE WEEK - 1. MR. BLUE JACKET (Missy on Tony Schiavone). 2. LITTLE SNOOP (Cornette on Boni Blackstone). 3. ROVER (Heenan on Rev. Sick). 4. E.T. (Missy on Madusa). 5. BONI BLACKOUT (Chris Love on Blackstone).

BEST PICTURES - 1. WC, Reverse angle slo-mo of Marty Jannetty going through plate glass window. 2. MLW, Jerry Lynn-Lightning Kid match. 3. MLW, Eddie Gilbert burning Terry Garvin. 4. WCW, Cactus Jack-Abdullah brawl. 5. MLW, Fans searching Gilbert. 6. MLW, Closeup on Gilbert's face perspiring while applying figure-4. 7. WWW, Paul E. trying to call time out on Steamboat.

PASSWORD OF THE WEEK - "CUNNINGNESS." Gorilla Monsoon, WC: "Is there anyone with any more cunningness than the Anvil?"

ALL-CLICHE TEAM - 1. Eric Bischoff, PRO: "...time will tell." 2. Pedicino, LPWA: "...good for the goose is good for the gander." 3. Bull Pain, ESPN: "...the bigger they are, the harder they fall."

BLOOPER AWARDS - Bobby Heenan, WC: "Louie SPUMONI." Tony Schiavone, WCW: "The CLASH OF CHAMPIONS." (Isn't it CLASH OF THE CHAMPIONS?)

BOO AWARDS - 1. WWF, for continuing to run that angle of Jake Roberts slapping Liz Poffo. The point has been made, guys. 2. WMC, for Eric Embry decking Ms. Texas and throwing her over the top rope. In the tradition of Embry and Memphis, a town with a high rate of female abuse in crime stats.

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MATWATCHING

BET ON CROCKETT: Most insiders say by the time you read this, Jim Crockett will likely have the post of operations manager of WCW (or similar title) and handle the wrestling end of the company.

THIS SATURDAY: You'll see a Cactus Jack/Abdullah vs. Tom Zenk/Arachnabrad match which will virtually cement the split between Jack & Abby. A later WCW MAIN EVENT match was taped with Abby (as face) teaming with Ron Simmons vs. Cactus & Larry Zbyszko.

ALSO SATURDAY: A Simmons-Zbyszko singles affair is on tap on WCW with the announced Steve Austin/Bobby Eaton vs. Sting/Mark Bagwell finale.

TESTY, AREN'T THEY?: A number of WCW insiders were irritated because Jack Petrik confirmed for me the decision to let Lex Luger out of his commitment and upset with me for reporting it. Doubt was raised as to whether I had even talked to Petrik. I indeed did. Word went through the office Wednesday that "Mr. Petrik has been misinformed." He has? I imagine Jack would like to know how. Further, when word comes from the president of a company, that is about as high as it can come, isn't it?

IF THE WORD IS TOO STRONG: There isn't a mat newspaper columnist in America who won't have the story about Luger's retirement, so consideration is being given to billing the Luger-Sting SUPERBRAWL title match as either a "loser retires" or "loser-leave-WCW" bout. Luger's only remaining appearances on WCW will be in training videos.

IT MAY OR MAY NOT: WCW has at least talked out loud about putting the world tag belts on Arn Anderson and Bobby Eaton this weekend in a regular arena show as a storybuilder for Tuesday's CLASH.

LATE BUZZINGS: Speculation is rampant in the wake of Jim Herd's departure---from Eddie Gilbert returning to be groomed as booker to Jim Cornette coming back. First, nothing is decided. Second, if Crockett runs operations, Gilbert may return to WCW but not immediately as booker. Third, the Herd fadeout removes a block for Cornette but Corny is strongly committed to launching Smoky Mountain Wrestling and may not be as quick to consider an offer as you think.

I AM THE I-C CHAMP: The Mountie wins the WWF I-C belt from Bret Hart at the ROYAL RUMBLE Sunday. He did interviews to that effect at tapings Monday.

FLORIDA FOCUS: Soultaker (Charles Wright) made his WWF TV debut last week as Papa Shango, a Rasta the Voodooon-type character. I'm told Shango means "god of thunder and lightning."

BY ANY OTHER NAME: Chris Chavis' ring name was changed to Tatonka, which I'm told means "buffalo." Aren't you enjoying this language lesson?

IN THE DARK: Konnan had another dark match at the tapings, which Steve Planamenta told us was still "a tryout."

THE LUGER RUMORS: Planamenta discounted (for now) a move of Lex Luger to the World Bodybuilding Federation. "I honestly have not heard any of that from

anyone within the company," said Planamenta.

KATZ IN THE CRADLE: Negotiations to move THE LARRY KATZ SHOW back to WCBM-AM in Baltimore fell through at the last minute. Larry and Jerry Moshenberg had a handshake deal with the station manager, who changed his mind during a Monday deal-closing meeting.

GLOBAL GOINGS: Brute Force debuted at Friday's Dallas tapings with a win, then lost a tag title match to Black Bart and Bill Irwin.

RUMBLING IN: Tony Rumble and the Tazmaniac will likely come in for a Global date and a shot at Jerry Lynn's light heavyweight title.

SATURDAY'S SHOW: Last weekend's Global show may have been the best yet. It was much faster-paced with three new segments, a pre-match hallway interview, Bruce Prichard's solid color work (only insider fans would identify him as Brother Love) and the Gilbert-Garvin and Lynn-Lightning Kid matches had a Japanese flavor with intense crowd enthusiasm throughout. Gilbert booking to his top potential.

DEBUTING SUNDAY: Gary Waugh and Dan Adams start Sunflower State Wrestling Sunday in Worthington KS. Toplining: The Panther vs. Irish Hitman and Steve Perry vs. Doug Button, along with an 8-man Bunkhouse battle royal.

MONDAY IN MEMPHIS: With Jerry Lawler off for the week, Jeff Jarrett & Robert Fuller top-lined vs. the Moondogs in a no DQ USWA tag title match at the Mid-South Coliseum. Moondogs kept the belts the previous Monday.

ALSO ON THE CARD: A Southern title match with Eric Embry defending against Tom Prichard; a Bart Sawyer-Doug Masters lumberjack match; Ms. Texas vs. C.J.; Candyman vs. Tony Falk; Freezer Thompson vs. Brian Christopher; and a Koko B. Ware-Tony Anthony match with the winner (likely Koko) taking on Lawler for the USWA title next week.

NOSTALGIA SUNDAY: Lawler's Sunday TV show on WMC was a definite trade item. He replayed clips on the 10th anniversary of his feud with comedian Andy Kaufman, including the David Letterman sequences.

COMING ATTRACTIONS: Greg Valentine, Hercules and Junkyard Dog announced for futures with Florida's ICWA and JYD will headline a Jan. 25 Hudson FL ICWA show.

LAST THURSDAY: In Tampa's Sportatorium last week, 200 saw Kendall Windham d. Pat Tanaka in an ICWA Fla. heavyweight elimination match and Jim Backlund d. Allen Iron Eagle with help from Tanaka.

REFURBISHING: The L.A. TIMES reports the Olympic Auditorium will reopen in May for both wrestling and boxing with a totally remodeled look.

UNIFICATION?: Lots of stories will build now with speculation of a "unification" match between the WCW and NWA champions. But whether that NWA champion will eventually be Jerry Lawler is anybody's guess.

SUNCOAST PRO: In Palmetto FL Jan. 24, Dean Malenko vs. Superstar (Southern title); Rico Frederico vs. Jumbo Baretta (Fla. title); Jerry Flynn/Ian Weston vs. Giant Outlaw/Vern Henderson (Fla. tag title). Next TV taping: Apr. 11.

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NFL Creams WCW

RATINGS RAP

PRIME TIME REVIVES FOR DOUBLE BLITZ

After an entire autumn of desultory ratings, **WWF PRIME TIME WRESTLING** has rallied to capture the last two weeks in the Nielsen cable ratings race.

PRIME TIME powered back to a 3.0 rating (its top since last summer) and 4.6 per cent share of audience Dec. 30 to roll over **WORLD CHAMPIONSHIP WRESTLING** by more than half a ratings point.

For the week ending Jan. 6, PTW garnered a 2.8/4.1 for its Bobby Heenan-Curt Hennig flap over Hennig's contract to nose out **WCW MAIN EVENT** (2.5/4.0) for the week's laurels.

NFL playoff coverage appears to have taken a toll on the weekend **WCW** shows and **WWF ALL-AMERICAN**. In fact, for the week between Christmas and New Year's, **MAIN EVENT** fell to last place, even being topped by a tenth of a point by **WCW POWER HOUR**.

WCW only scored a 2.3 and 2.1 after sweeping to a fourth quarter victory (full averages next week in **MATWATCH**). **ALL-AM** fell to a 2.1 and 1.9 opposite football playoffs.

POWER HOUR continued its strong outings with two episodes drawing 1.9 and 1.8.

A positive note: every show was seen in more than a million homes in both weeks.

On the syndication side, **WWF** continues to pace but **Global** scored its strongest numbers for the week ending Dec. 29, posting a 4.9 national average.

CABLE

Week Ending Dec. 30	Rating/Share	Total Homes	Year Ago
WWF Prime Time (USA 12/30)	3.0/4.6	1.73 million	2.6/6.1
WCW Wld. Champ. (TBS 12/28)	2.3/4.2	1.32 million	3.0/5.7
WWF All-American (USA 12/29)	2.1/4.8	1.21 million	2.8/7.3
WCW Power Hour (TBS 12/28)	1.9/8.6	1.09 million	1.7/6.6
WCW Main Event (TBS 12/29)	1.8/3.2	1.03 million	2.5/4.6

Week Ending Jan. 6	Rating/Share	Total Homes	Year Ago
WWF Prime Time (USA 1/6)	2.8/4.1	1.62 million	2.4/4.7
WCW Main Event (TBS 1/5)	2.5/4.0	1.43 million	2.7/4.3
WCW World Champ. (TBS 1/4)	2.1/3.7	1.20 million	2.3/3.9
WWF All-American (USA 1/5)	1.9/4.3	1.09 million	2.6/6.4
WCW Power Hour (TBS 1/4)	1.8/7.9	1.03 million	1.6/6.8

SYNDICATION

Week Ending Dec. 29	Rating	Stations	U.S. Coverage
World Wrestling Federation	8.0	219	97%
The Wrestling Network (WCW)	6.6	157	94%
Global Wrestling Federation	4.9	122	82%

Cactus Jack Named **MAN OF THE YEAR**

MATWATCH: THE FINAL CHAPTER

Cactus Jack (Mick Foley) has been named the 1991 **MATWATCH MAN OF THE YEAR**. The announcement was made Sunday night on **PRO WRESTLING SPOTLIGHT** in New York. An extensive profile of Cactus will be featured as part of **MATWATCH: THE FINAL CHAPTER**, our last annual, to be published Feb. 28.

The award annually is presented to a person who is considered to personify and embody the spirit and professionalism of wrestling in a given year.

Also in the **FINAL CHAPTER** will be our annual Wrestling Broadcasting System TV schedule, a look at the top 15 TV news stories of 1991 and an extensive retrospective on the people and events which have made **MATWATCH** part of the landscape these last four years.

Price: \$13 (U.S./Canada), \$21 (Overseas).

Check, cash or money order to: **MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.**

HERD RESIGNS

(Continued from Page 1)

Additional meetings were scheduled Monday with an official press release on the Frye appointment expected from the Turner offices.

Herd took over **WCW** in January 1989 after Turner Broadcasting purchased controlling interest in Jim Crockett Promotions and originally renamed the company Universal Wrestling Corporation. His tenure saw a broad expansion into pay-per-view and merchandising for **WCW** but also saw the departure of many former 1980s-era **NWA** stars, including veteran world champion Ric Flair, the Road Warriors and Jim Cornette. Herd was cited as the reason for both Flair and Cornette bolting the company, losses which created discontent with the promotion's traditional hardcore fans.

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